WHAT IS CLAIMED IS:

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 An image generating apparatus comprising: image pickup means for picking up an object image at predetermined time intervals and generating image pickup data;

encoding means for encoding the image pickup data as motion picture image data having an image rate which is based on the predetermined time intervals;

10 output means for outputting the encoded motion picture image data; and

control means for controlling the output means according to the number of pixels of the image pickup data picked up by the image pickup means and the image rate.

- An apparatus according to claim 1, further comprising detection means for detecting the state of a receiving device for receiving the motion picture
 image data output from the output means, wherein the control means controls the output means according to the state information which is based on the state of the receiving device detected by the detection means.
- 25 3. An apparatus according to claim 2, wherein the control means controls the motion picture image data output from the output means so that the output

of the motion picture image data is started or stopped.

- 4. An apparatus according to claim 2, wherein 5 the control means controls the motion picture image data output from the output means on an each picture basis.
- 5. An apparatus according to claim 2, wherein the detection means detects the receiving state of the receiving device.
 - 6. An apparatus according to claim 2, wherein the receiving device is a recording device, and the detection means detects the recording state of the recording device.
- 7. An apparatus according to claim 1, further comprising read-out means for selecting and reading 20 out a pixel range to be picked up by the image pickup means, and the time intervals and the image rate in the encoding means are set according to the number of pixels in the pixel range selected by the read-out means.

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 $8.\ \mbox{An apparatus according to claim 1, wherein}$ the control means changes the output mode of the

motion picture image data output from the output means according to the number of pixels of the image pickup data picked up by the image pickup means and the image rate.

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- 9. An apparatus according to claim 8, wherein the encoding means executes encoding using a sub-band encoding system, and the output means can select at least one type of scalability as the output mode of the motion picture image data.
- 10. An apparatus according to claim 9, wherein the output means can select a resolution scalability or an SN scalability as the output mode of the motion picture image data.
- 11. An apparatus according to claim 1, further comprising first memory means for storing information as to the image pickup capability of the image pickup means, second memory means for storing information as to the encoding capability of the encoding means, and setting means for setting the image pickup means and the encoding means using at least one of the respective information stored in the first and second memory means.
 - 12. An image generating method, comprising the

steps of:

picking up an object image at predetermined time intervals and generating image pickup data; encoding the image pickup data as motion

5 picture image data having an image rate which is based on the predetermined time intervals;

outputting the encoded motion picture image $\mbox{\it data}$; and

controlling the output step according to the number of pixels of the image pickup data picked up in the image pickup step and the image rate.

13. A method according to claim 12, further comprising the step of detecting the state of a receiving device for receiving the motion picture image data output in the output step, wherein the control step controls the output step according to the state information which is based on the state of the receiving device detected in the detection step.

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14. A method according to claim 12, further comprising the read-out step for selecting and reading out a pixel range to be picked up in the image pickup step, and the time intervals and the image rate in the encoding step are set according to the number of pixels in the image range selected at the read-out step.

- 15. A method according to claim 12, wherein the control step changes the output mode of the motion picture image data of the output step according to the number of pixels of the image pickup data image 5 pickup data picked up at the image pickup step and the image rate.
- 16. A storage medium storing a program executable by a data processing apparatus, the
 10 program including program codes for realizing an image producing method described in claim 12.
- A storage medium storing a program executable by a data processing apparatus, the
 program including program codes for realizing an image producing method described in claim 13.